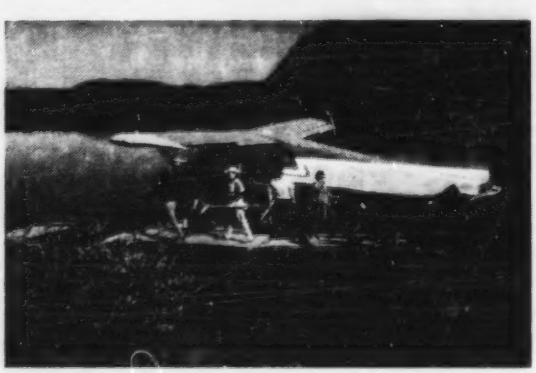
1999 YUKON VISITOR EXIT SURVEY

REGIONAL PROFILES



WATSON LAKE REGION

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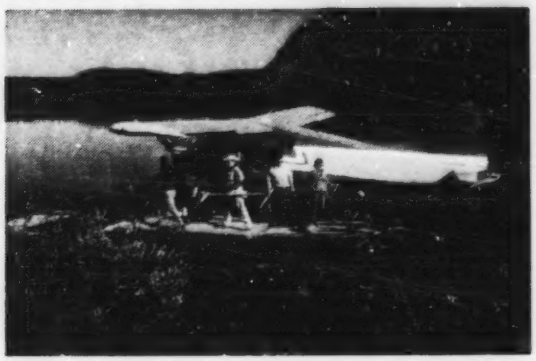
REGIONAL PROFILES



WATSON LAKE REGION

The Yukon Regional Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected figures from the 1999 Yukon Regional Exit Survey. For further information on the 1999 Yukon Regional Exit Survey contact the Industry Services Branch of the Department of Tourism at:

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Government of Yukon
Department of Tourism

INTRODUCTION

From June to September of 1999 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A comparable survey was run in 1987 and 1994. Many of the results in the 1999 survey are compared to results from the 1994 survey in this report.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report on the preliminary results of the VES was released in the fall of 2000. Preliminary results from the regional visitor exit survey were also released in the fall of 2000.

The current report will focus specifically on the results of the regional visitor exit survey administered in the Watson Lake region (one of nine Yukon tourism regions) in conjunction with the VES. Other reports will cover the eight remaining tourism regions: Campbell, Carcross/ Southern Lakes, Klondike, Kluane, North Yukon, Silver Trail, Teslin, and Whitehorse.

In addition to further regional reports, an overall Yukon summary will be prepared as well as a technical paper describing the methodology used in the survey.

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HIGHLIGHTS

HOW MANY VISITORS CAME TO THE REGION ?

- In 1999, **80,878** *visitors* came to the Watson Lake region, down 21,022 or 21% from 1994 (101,900).
- **63,520** *visitors* actually stopped in the region, down 7,440 or 10% from 1994 (70,960).
- Visitors travelled in groups or parties. In 1999, **27,251** *visitor groups or parties* stopped in the region. This was down 657 or 2% from 1994 (27,908).
- On average there were **2.3** *visitors* in each group or party. In 1994, there were 2.5 *visitors* in each group or party.

WHO MADE THE VISITS ?

- **52%** of *visitors* were men; **48%** of *visitors* were women.
- **10%** of *visitors* were younger than 18 years of age; **33%** were between 18 and 54; and **57%** were older than 54.
- **17%** of *visitor parties* were from Canada; **6%** were from overseas; and **77%** were from the U.S.A.
- **38%** of Canadian *visitor parties* were from British Columbia; **67%** of overseas *visitor parties* were from Germany; and **9%** of *visitor parties* from the U.S.A. were from South Carolina.

WHAT DID THE VISITORS DO WHILE IN THE REGION ?

- **88%** of *visitors* to the Watson Lake region were on a pleasure trip.
- **46%** of *visitor parties* travelled within the region by car, truck or van.
- **7%** of *visitor parties* rented a vehicle to travel within the region.
- The **most frequently** mentioned activity was visiting other attractions.

WHAT WERE THE LOGISTICS OF THEIR STAY ?

- **56%** of *visitor parties* to the Watson Lake region stayed for one night to two nights.
- The largest percentage of *visitor parties* **(40%)** stayed in campgrounds.
- The second largest percentage of *visitor parties* **(23%)** stayed in hotels or motels.

HIGHLIGHTS

HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

- **57%** of *visitors* said that the most **positive** thing about their visit to the Watson Lake region was the scenery.
- **33%** of *visitors* said that the most **negative** thing about their visit to the Watson Lake region was nothing.
- When asked what would make them stay longer in the Watson Lake region, **51%** of *visitors* said 'time' (meaning that if they had more time available they would be able to stop in the region longer).
- **100%** of *visitors* said they had received good, or very good value for their money in terms of outdoor/ wilderness activities; **80%** said the same about attractions; **77%** accommodations; **77%** tours such as flight-seeing, walking tours, etc.; **69%** meals & refreshments in restaurants; **64%** entertainment and recreation; **60%** shopping and retail services; **55%** Yukon arts and crafts; and **42%** automobile and RV service/ repair.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

- Spending by *visitors* to the Watson Lake region totalled approximately **$4,553,635**, down $4,646,483 or 51% from 1994 ($9,200,118 expressed in 1999 dollars).
- The typical amount spent by each *visitor party* during their visit to the region was **$129**.
- **56%** of *visitor parties* spent in excess of $100 each night of their stay.
- Each *visitor* who stayed a night in the Watson Lake region spent on average **$57**.
- Overseas *visitor parties* spent on average **$230** during their visit to the Watson Lake region; Canadian *visitor parties* spent **$203**; and *visitor parties* from the U.S.A. spent on average **$113**.
- **50%** of visitor spending in the Watson Lake region was by *visitor parties* travelling by motorhome, RV or camperized bus.
- The highest average expenditure in the region was by *visitor parties* travelling by bus or motorcoach (**$224**).
- Looking at a typical expenditure of $100 by a *visitor* shows that the highest amount spent was for transportation (**$57**). *Visitors* from the U.S.A. spent the most on transportation (**$59**).

HOW DID THEY PLAN FOR THEIR VISIT ?

- **73%** of *visitor parties* stated that they had planned to visit the Watson Lake region before arriving in the region.
- The **Milepost** magazine was the most frequently mentioned source of information *visitor parties* used in planning their trip.

A SPECIAL NOTE ABOUT THE SURVEYS

This report on the Watson Lake region is based on the results of the regional surveys administered as part of the 1999 Visitor Exit Survey (VES).

A regional visitor was defined as a non-resident who made at least one stop in the region. A non-resident who travelled through a region without stopping was not counted by the survey as a regional visitor. A stop could have been as brief as gassing up at a local service station or stopping at a visitor reception centre, or could have been as long as staying over in the region for several nights. A stop could also have involved leaving the region and returning to continue the visit. For example, Mr. and Mrs. Smith from Houston, Texas travelled to the Yukon in June, 1999. They arrived in the Klondike region, Dawson City to be exact, and stayed for three nights, leaving to travel over the Top of the World Highway to various destinations in Alaska. In late July they returned to the Yukon on their way home via the Alaska Highway, stopping briefly in the Kluane region at Beaver Creek, Destruction Bay and overnight in Haines Junction, before arriving in Whitehorse for a stay of two nights. They then departed the Yukon via the south Klondike Highway through Carcross on their way to Skagway and ferry service to the south. For the purpose of the Klondike regional survey they were counted as a party of two, who visited the Klondike region once for a total stay of three nights. Since the Smiths made several stops and stayed overnight in Haines Junction before their two night stay in Whitehorse, they would also have been counted as visiting both the Kluane and Whitehorse regions.

The report released in October of 2000, 1999 Visitor Exit Survey Preliminary Summary, presented statistics from the Visitor Exit Survey (VES). This survey was administered to visitors as they left the Yukon for the last time. Results from the VES showed that between June and September of 1999, 232,766 visitors came to the Yukon. However, most visitors to the Yukon, such as in our example above of the Smiths from Texas, visit and stop in more than one Yukon tourist region. These visitors, or 'shared customers', were counted by the regional VES in each region visited. The regional surveys show that the 232,766 Yukon visitors counted by the VES as they left the Yukon for the last time, made approximately 530,000 'stops' in total to all of the nine Yukon visitor regions.

The focus of each of the regional reports therefore will be on the number of tourists who visited the region - who they were, where they came from, how much they spent, what they did in the region, where they stayed, how they 'got around' and how they evaluated the local services and attractions.

LEGEND

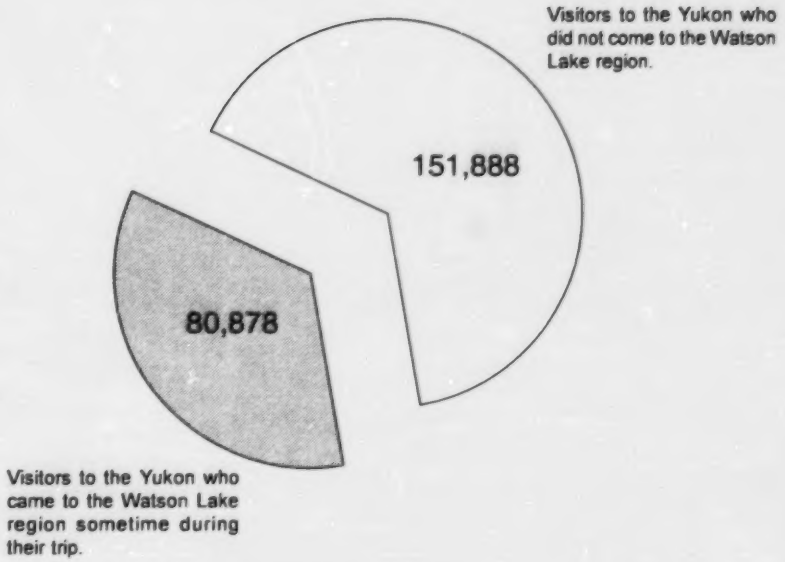
- Government Campground
- Airport
- Interpretive Site
- Day Use Area
- Visitor Reception Centre

HOW MANY VISITORS CAME TO THE REGION ?

The pie chart on the right shows the number of visitors who came to the Watson Lake region from June to September of 1999, compared to the total number of visitors to the Yukon during the same time period. Of the 232,766 visitors to the Yukon, 80,878 or 35% spent some time in the Watson Lake region (65% of visitors to the Yukon did not go to the Watson Lake region).

In 1994, 101,900 out of 206,800 visitors to the Yukon came to the Watson Lake region (49%).

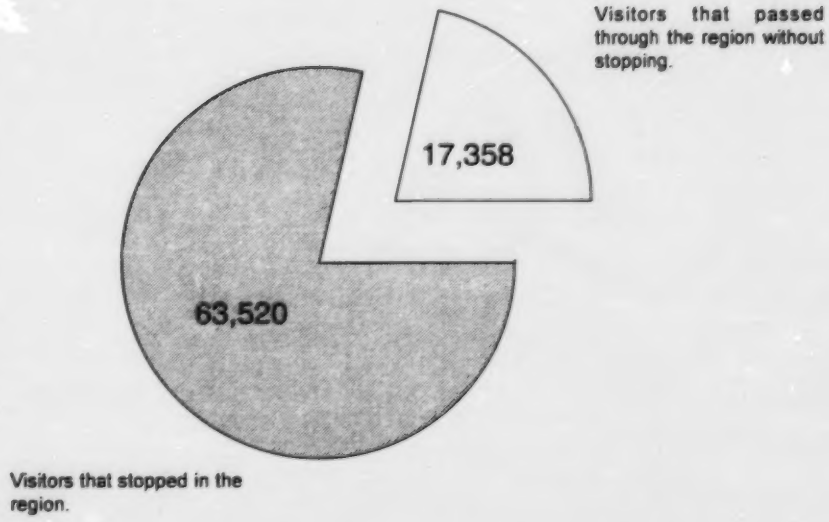
Visitors to the Watson Lake Region
(Visitors to the Yukon = 232,766)


Visitors to the Yukon who did not come to the Watson Lake region.
151,888
80,878
Visitors to the Yukon who came to the Watson Lake region sometime during their trip.

The graph on the right compares the number of visitors who came to the Watson Lake region with the actual number of visitors who stopped in the region. Of the 80,878 visitors to the Watson Lake region, 63,520 or 79% stopped in the region, 17,358 or 21% simply passed through without stopping.

In 1994, 70,960 out of 101,900 visitors to the Watson Lake region stopped in the region (70%).

Visitors Stopping in the Watson Lake Region
(Visitors to the Watson Lake Region = 80,878)



Visitor Region	Number of Visitors 1994	1999
North Yukon	4,455	7,336
Silver Trail*	7,290	14,022
Campbell	13,821	30,835
Teslin	46,209	45,730
Carcross/ Southern Lakes	44,061	52,533
Watson Lake	**70,960**	**63,520**
Klondike	58,020	78,280
Kluane	100,496	92,516
Whitehorse	131,273	144,575
Total Visitors	**476,585**	**529,347**

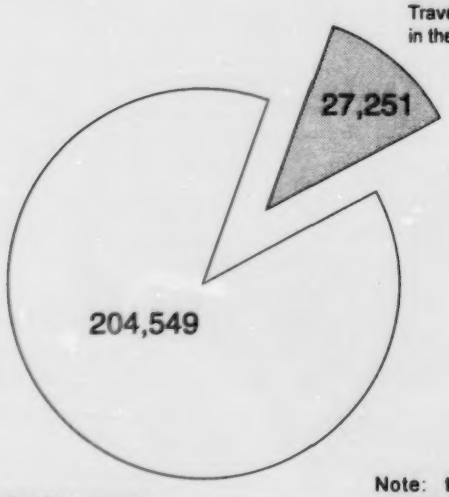
Of the nine visitor regions the Watson Lake region had the fourth highest number of visitors.

In 1999, 63,520 visitors stopped in the Watson Lake region, down from 70,960 visitors in 1994. The total number of visitors to each region in the Yukon increased from 476,585 in 1994 to 529,347 in 1999 (11%).

Note: the total visitors figure (529,347) is much larger than the total visitors to the Yukon figure of 232,766 since Yukon visitors who stopped in multiple regions (shared customers) were counted as a visitor in each region (see page 8 for more detail).

* Note: the definition of the Silver Trail region changed from 1994 to 1999.

Travel Parties Stopping in the Watson Lake Region
(Travel Parties to All Regions = 231,800)


Travel parties that stopped in the Watson Lake region.
27,251
204,549
Travel parties that stopped in the other eight regions.

Note: travel parties who stopped in more than one region would be counted more than once.

Regional visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. The chart on the left shows the number of travel parties who visited the Watson Lake region compared to the total number of parties visiting the other eight regions. In total, 231,800 travel parties visited all the regions, with 27,251 or 12% visiting the Watson Lake region.

In 1994, 27,908 out of 207,689 travel parties stopped in the Watson Lake region (13%).

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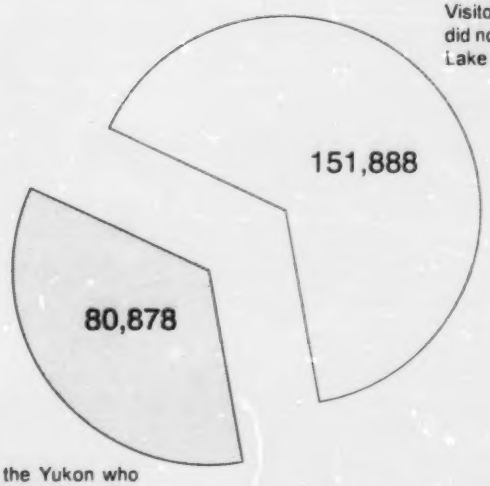
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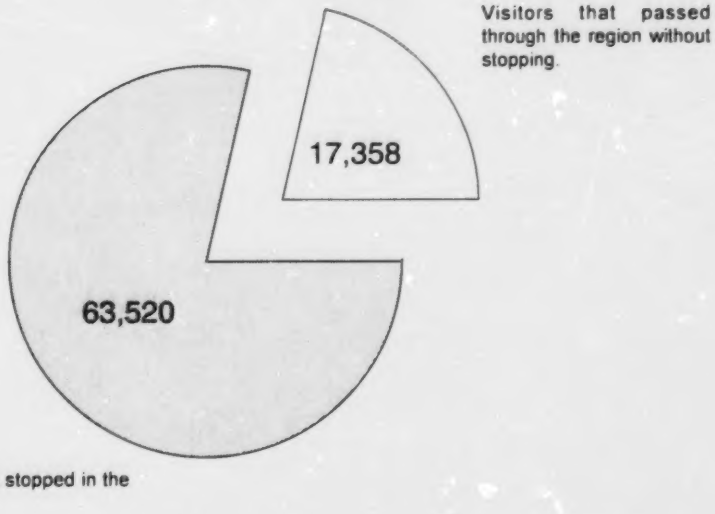

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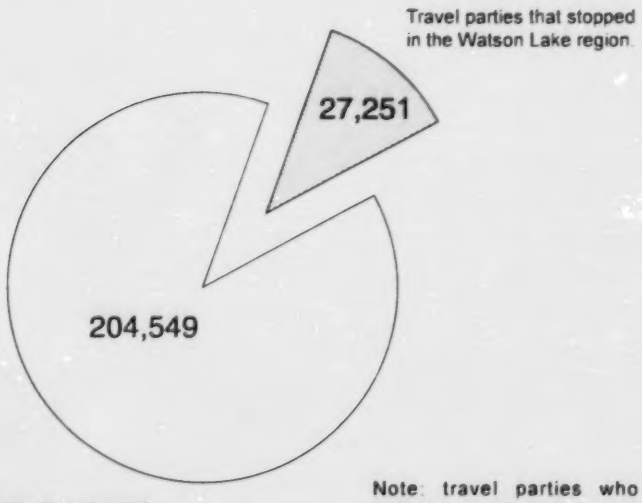
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HOW MANY VISITORS CAME TO THE REGION ?

Of the nine visitor regions the Watson Lake region had the fourth highest number of travel parties.

In 1999, 27,251 travel parties stopped in the Watson Lake region, down from 27,908 travel parties in 1994. The total number of travel parties to each region in the Yukon increased from 207,689 in 1994 to 231,800 in 1999 (12%).

Note: travel parties who stopped in more than one region would be counted more than once.

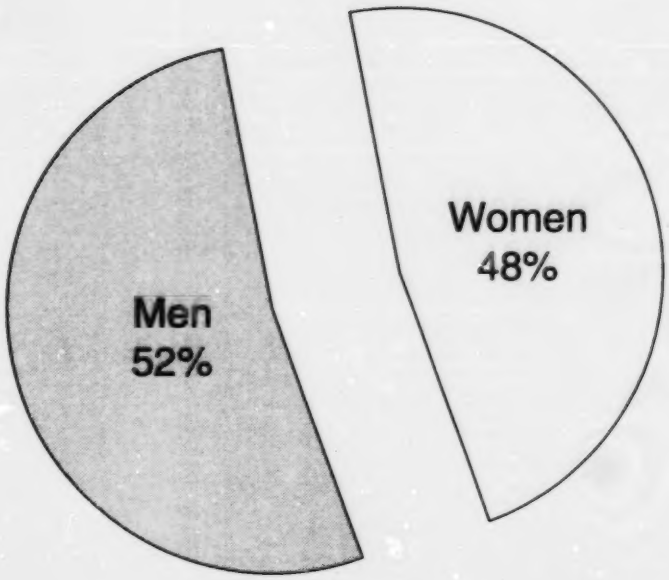
* Note: the definition of the Silver Trail region changed from 1994 to 1999.

Visitor Region	Number of Travel Parties 1994	1999
North Yukon	2,229	3,347
Silver Trail *	3,318	6,119
Campbell	6,383	14,287
Teslin	17,447	21,200
Carcross/ Southern Lakes	19,548	21,435
Watson Lake	**27,908**	**27,251**
Klondike	27,230	32,706
Kluane	42,633	4[illegible]85
Whitehorse	60,993	[illegible]0
Total Parties	**207,689**	**23.,800**

The average party size varied from one region to the next. The table on the right shows the average party size in each of the tourist regions of the Yukon.

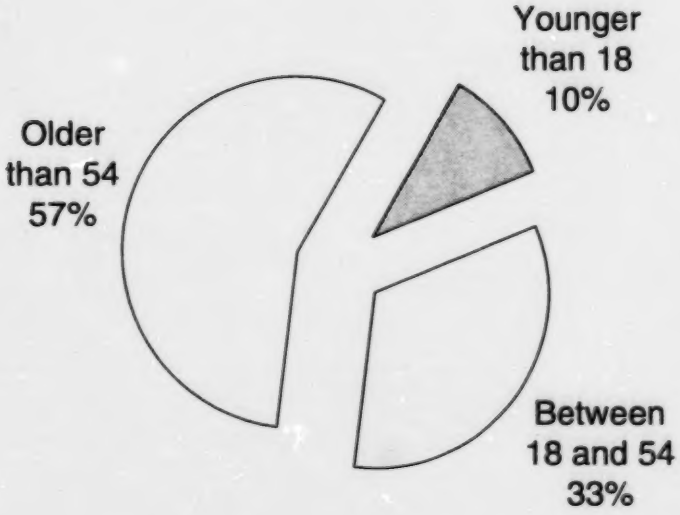
Note: these figures have been rounded to one decimal point. Therefore calculations using them may not be consistent with data shown in other areas of this report.

Visitor Region	Average Party Size 1994	1999
Teslin	2.6	2.1
North Yukon	2.0	2.2
Campbell	2.2	2.2
Kluane	2.4	2.2
Silver Trail	2.2	2.3
Watson Lake	**2.5**	**2.3**
Whitehorse	2.2	2.3
Klondike	2.1	2.4
Carcross/ Southern Lakes	2.3	2.5



A breakdown of visitors to the Watson Lake region shows that 48% were women (all ages) and 52% were men.

In 1994, 45% of all visitors to the Watson Lake region were women and 55% were men.



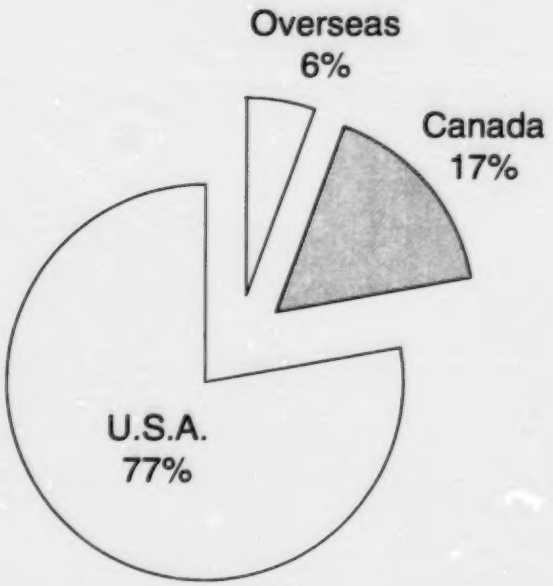
Looking at the age of visitors to the Watson Lake region, approximately 10% were younger than 18 years of age, 33% were between 18 and 54 years old and 57% were older than 54.

In 1994, 9% of all visitors to the Watson Lake region were younger than 18 years of age, 37% were between 18 and 54 years old and 54% were older than 54.

WHO MADE THE VISITS?

Of the 27,251 parties or groups of visitors to the Watson Lake region, 4,540 or 17% were from Canada, 21,193 or 77% were from the U.S.A. and 1,518 or 6% were from overseas.

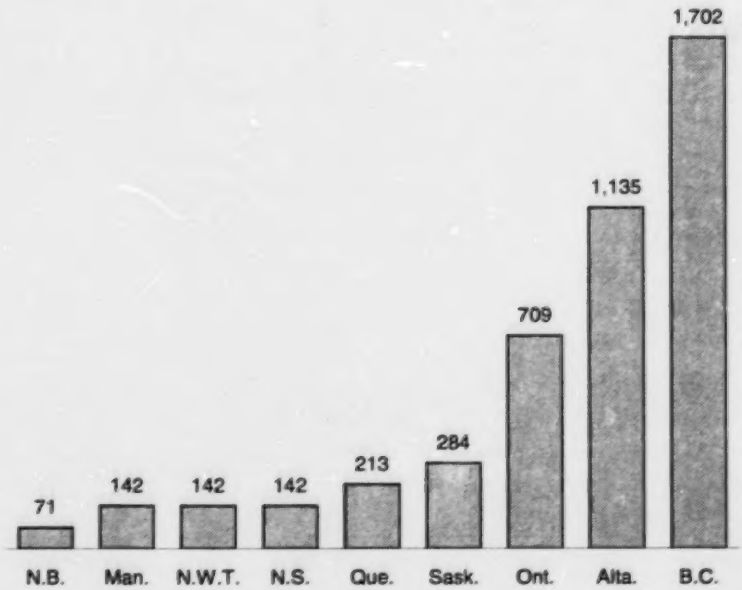
In 1994, 27,908 parties visited the Watson Lake region, 5,665 or 20% were from Canada, 20,178 or 72% were from the U.S.A. and 2,065 or 8% were from overseas.



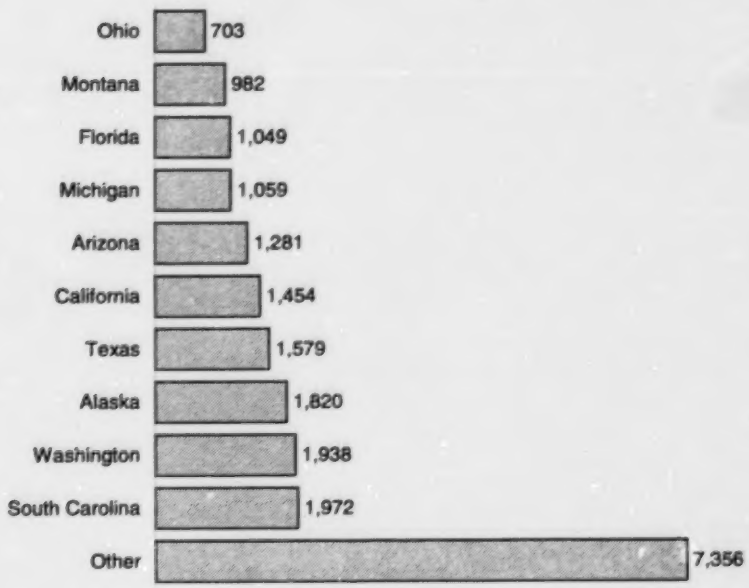
Of the 4,540 parties of Canadian visitors to the Watson Lake region, 38% were from B.C., 25% were from Alberta, 16% were from Ontario and the remaining 21% were from other provinces.

In 1994, 5,665 parties from Canada visited the Watson Lake region, 2,364 or 42% were from Alberta, 1,618 or 29% were from B.C., and 736 or 13% were from Ontario. The remaining 947 (16%) Canadian visitor parties were from other provinces.

Visitors from Canada to the Watson Lake Region



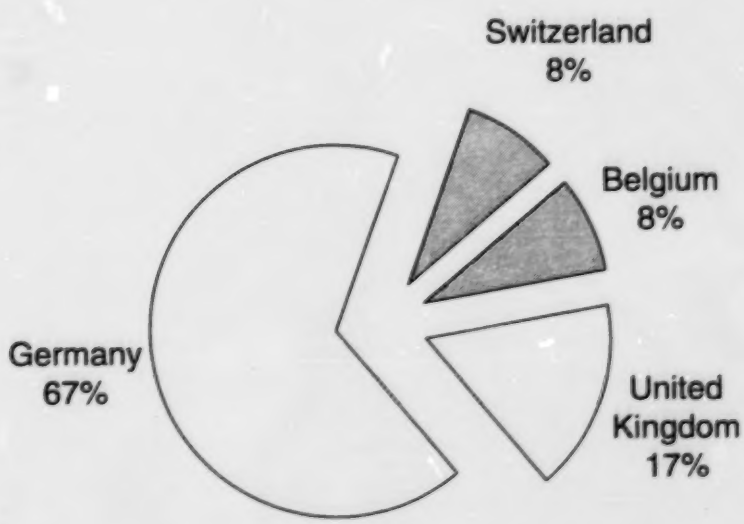
Visitors from the U.S.A. to the Watson Lake Region



Of the 21,193 parties of American visitors to the Watson Lake region, the five most frequently mentioned states were South Carolina (9% of all American parties), Washington (9%), Alaska (9%), Texas (8%), and California (7%). The remaining 12,430 (58%) American visitor parties were from other states.

In 1994, 20,178 American visitor parties stopped in the Watson Lake region. The five most frequently mentioned states were Washington (14% of all American parties), Alaska (12%), California (10%), Florida (7%), and Texas (6%).

Visitors from Overseas to the Watson Lake Region



Of the 1,518 parties of overseas visitors to the Watson Lake region, 1,013 were from Germany, 253 were from the United Kingdom, 126 were from Belgium, and 126 were from Switzerland.

In 1994, 2,065 overseas visitor parties stopped in the Watson Lake region. 1,033 (50%) were from Germany, 330 (16%) were from the United Kingdom, 207 (10%) were from Australia, 186 (9%) were from Switzerland and 309 (15%) were from other countries.

WHAT DID THE VISITORS DO WHILE IN THE REGION?

What was the purpose of their trip to the Watson Lake region?

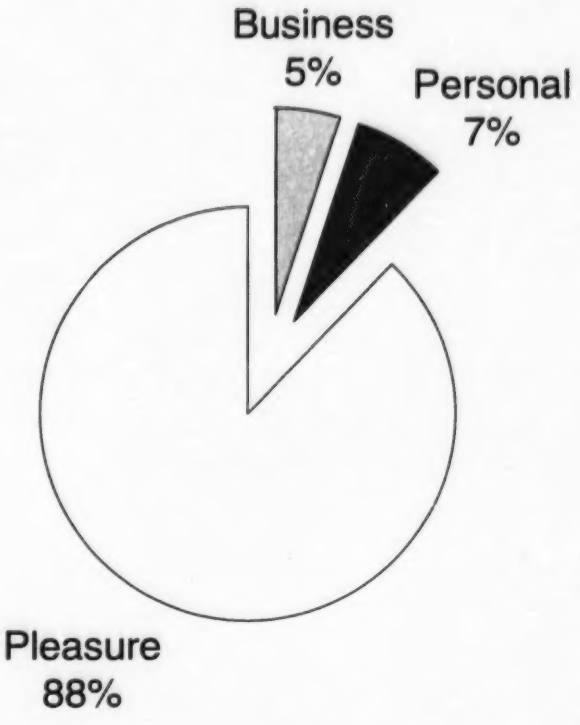
Of the 63,520 visitors to the Watson Lake region, 55,716 or 88% were visiting for pleasure, 4,578 or 7% were visiting for personal reasons and 3,226 or 5% were visiting for a business purpose.

A breakdown of the business purpose visitors to the Watson Lake region is shown in the table below: corporate business travel accounted for 29%, government business 45%, and other business travel 26%.

A breakdown of visitors to the Watson Lake region for personal reasons shows that: illness accounted for 3%, work/ job 14%, relocation 68%, and other personal travel 15%.

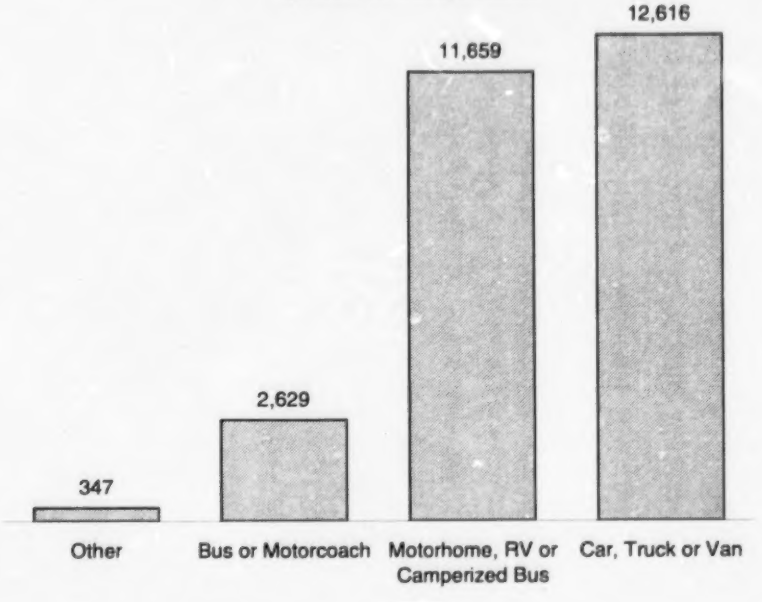
Pleasure purpose visitors to the Watson Lake region break down as follows: 1% to attend arts or cultural events, 5% to experience Yukon history, 10% for wilderness adventure, 14% to visit friends or relatives, 66% for touring and 4% for other pleasure travel.

Note: visitors were able to respond in more than one 'business', 'personal' or 'pleasure' category.



Business Travel	
Corporate Business	944
Government Business	1,447
Other	835
Total	**3,226**
Personal Travel	
Illness	135
Work/ Job	641
Relocation	3,121
Other	681
Total	**4,578**
Pleasure Travel	
Attending Arts/ Cultural Events	488
Experiencing Yukon History	2,528
Wilderness Adventure	5,668
Visiting Friends/ Relatives	7,898
Touring	36,993
Other	2,141
Total	**55,716**

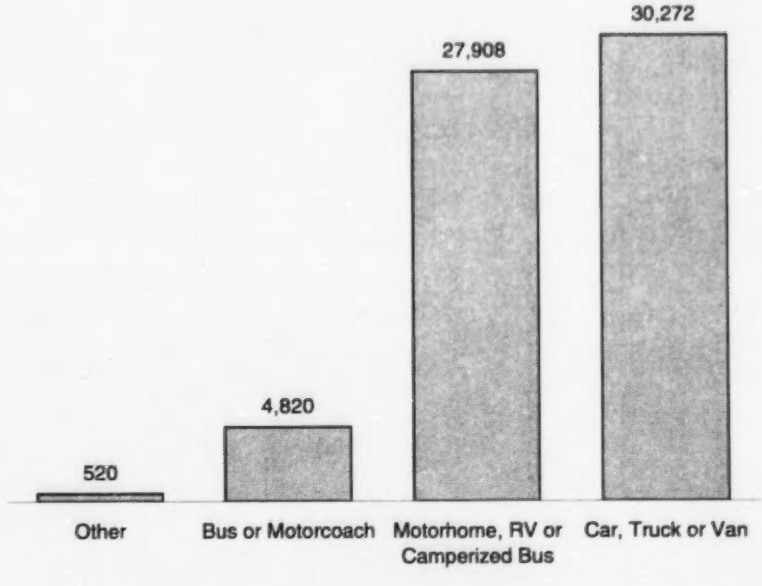
Travel Parties Stopping in the Watson Lake Region
by mode of transportation



How did they travel within the region?

The graph on the left shows that, of the 27,251 tourist groups or parties who visited the Watson Lake region, 12,616 or 46% travelled within the region by car, truck or van, 11,659 or 43% travelled by motorhome, RV or camperized bus, 2,629 or 10% travelled by bus or motorcoach, and 347 or 1% used other means of travel which could include bicycles, motorcycles, walking, etc.

Visitors Stopping in the Watson Lake Region
by mode of transportation



Looking at the number of visitors who came to the Watson Lake region (63,520) and how they travelled within the region, 48% used a car, truck or van, 44% travelled by motorhome, RV, or camperized bus, 8% travelled by bus or motorcoach and 1% used other means of transportation.

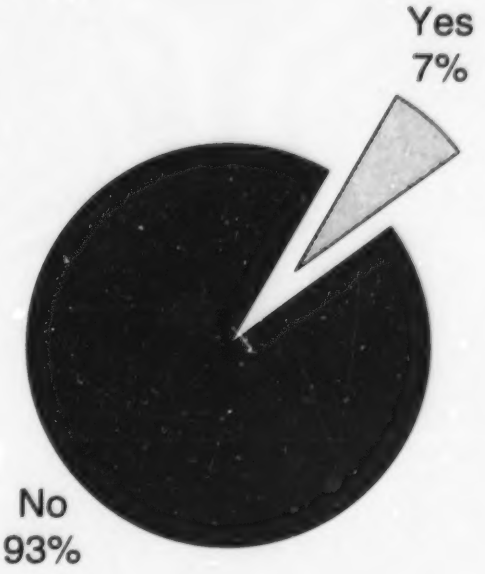
WHAT DID THE VISITORS DO WHILE IN THE REGION ?

Did they use a rented vehicle to travel within the region?

The pie chart on the right shows that 1,845 or 7% of the 27,251 tourist groups or parties who visited the Watson Lake region rented a vehicle while in the region.

In 1994, 1,609 or 6% of the 27,908 tourist groups or parties who visited the Watson Lake region rented a vehicle while in the region.

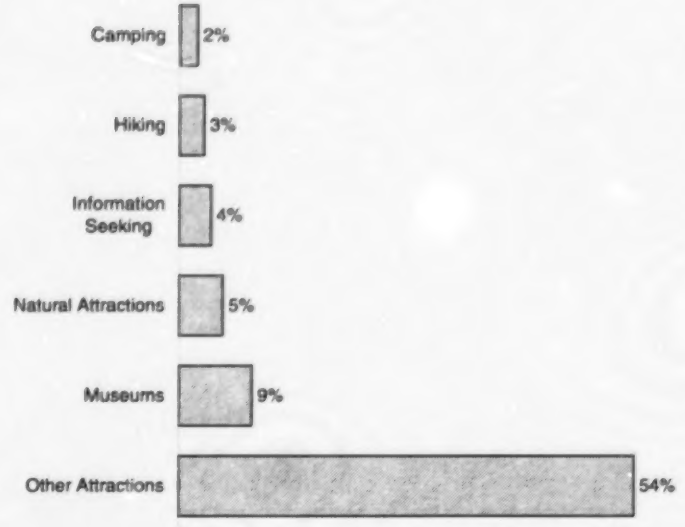
Parties Using a Rental Vehicle in the Watson Lake Region



What attractions or activities did they take part in while visiting the Watson Lake region?

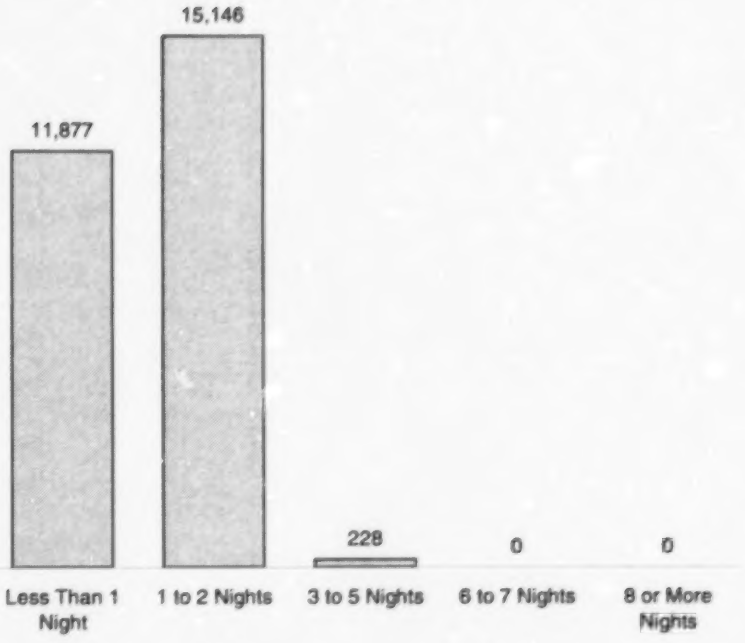
The graph on the right shows the percentage of visitors taking part in each of the activities listed. The three categories mentioned most often by visitors were:

1) Other Attractions: 54%
2) Museums: 9%
3) Natural Attractions: 5%



Note: visitors were asked to list as many attractions or activities as they thought appropriate. The figures in the graph above show how often an activity was mentioned by visitors. Many visitors reported doing nothing or not having enough time to participate in any activities.

WHAT WERE THE LOGISTICS OF THEIR STAY?



The pie chart on the left shows the number of nights visitor parties stayed in the Watson Lake region. Over 56% of all visitor parties who visited the Watson Lake region stayed for a duration of 1 to 2 nights.

Looking at length of stay in the region by origin of the visitor group or party shows:

- 63% of Canadian parties stayed 1 to 2 nights;
- 53% of American parties stayed 1 to 2 nights; and
- 75% of overseas parties stayed 1 to 2 nights.

The largest proportion of parties to the Watson Lake region stayed in campgrounds (40%). This was followed by those who stayed in hotels/ motels (23%). Readers should note that 30% of visitor parties did not state the type of accommodation they used.

Type of Accommodation	Number of Parties	Percentage of Parties
Lodge/ Camp/ Cabin	0	0%
Friends/ Relatives	142	<1%
Camping in the Bush	157	<1%
Bed & Breakfast	270	1%
Other	498	2%
Roadside/ Pullout	822	3%
Government Campground	1,893	7%
Hotel/ Motel	6,207	23%
Not Stated	8,236	30%
Commercial Campground	9,026	33%
Total	**27,251**	**100%**

Note: visitor parties may have used more than one type of accommodation.

HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

What was the most positive thing/ most negative thing about your visit ?

Visitors were asked to provide the most positive thing and the most negative thing about their visit to the Watson Lake region. The most positive thing mentioned more than any other was scenery - the most negative thing mentioned more than any other was nothing.

In 1994, the most positive thing mentioned was scenery (58%) - the most negative thing mentioned was transportation (38%).

Positive Aspects	
Scenery	57%
People	12%
Lakes	7%
Attractions	6%
Wildlife	5%
Mountains	5%
Weather	5%

Negative Aspects	
Nothing	33%
Cost of Gas	9%
Transportation	8%
Insects	7%
Other Services	6%
Accommodations	5%
Weather	4%

What would make you stay longer?

When asked what would make them stay longer in the Watson Lake region, the most common response of visitors (51%) was 'time', meaning that if they had more time available they would have been able to stop in the Watson Lake region longer.

In 1994, the most common response of visitors was also 'time' (46%).

Stay Longer	
Time	51%
Money	11%
Fishing	8%
Attractions	8%
Services	5%
Natural Attractions	4%
Weather	4%

Note: visitors were asked if there was anything that would have encouraged them to spend more time in the region and 24,754 or 39% out 63,520 visitors to the Watson Lake region said 'yes'. The figures in the table above include only the visitors that responded 'yes'.

HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

	Poor or Very Poor Quality	Good or Very Good Quality
Natural Attractions/ Scenery	1%	92%
Opportunity to View Wildlife	33%	42%
Attractions		
Museums and Interpretive Centres	5%	82%
Service/ Hospitality	<1%	93%
Value for Money	9%	80%
Impression of the Region		
People and Communities	2%	91%
Hospitality	2%	95%
Safety	1%	97%
Infrastructure		
Roads and Highways	7%	73%
Parking	1%	95%
RV Dump Stations	4%	91%
Directional Signs	10%	71%
Information Signs	4%	75%
Roadside Information Displays	3%	79%
Outdoor/ Wilderness Activities		
Variety or Selection	11%	89%
Service/ Hospitality	<1%	100%
Value for Money	<1%	100%
Accommodations		
Variety or Selection	13%	60%
Service/ Hospitality	0%	85%
Value for Money	10%	77%
Restaurants		
Variety or Selection	20%	54%
Service/ Hospitality	7%	77%
Value for Money	10%	69%
Tours		
Variety or Selection	<1%	72%
Service/ Hospitality	<1%	58%
Value for Money	<1%	77%
Entertainment and Recreation		
Variety or Selection	16%	38%
Service/ Hospitality	3%	87%
Value for Money	20%	64%
Yukon Arts and Crafts		
Variety or Selection	<1%	69%
Service/ Hospitality	2%	81%
Value for Money	8%	55%
Shopping and Retail Services		
Variety or Selection	9%	63%
Service/ Hospitality	2%	76%
Value for Money	13%	60%
Automobile and RV Service/ Repair		
Variety or Selection	4%	57%
Service/ Hospitality	1%	75%
Value for Money	26%	42%

How would you rate the quality of the various features or services of your visit?

When asked if they had received good or very good value for their money for different aspects of their trip in the Watson Lake region, visitors responded in the following way:

100% said they had received good, or very good value for their money in terms of outdoor/ wilderness activities;

80% - said the same about attractions;

77% - Accommodations;

77% - Tours such as flight-seeing, walking tours, etc.;

69% - Meals & refreshments in restaurants;

64% - Entertainment and recreation;

60% - Shopping and retail services;

55% - Yukon arts and crafts; and

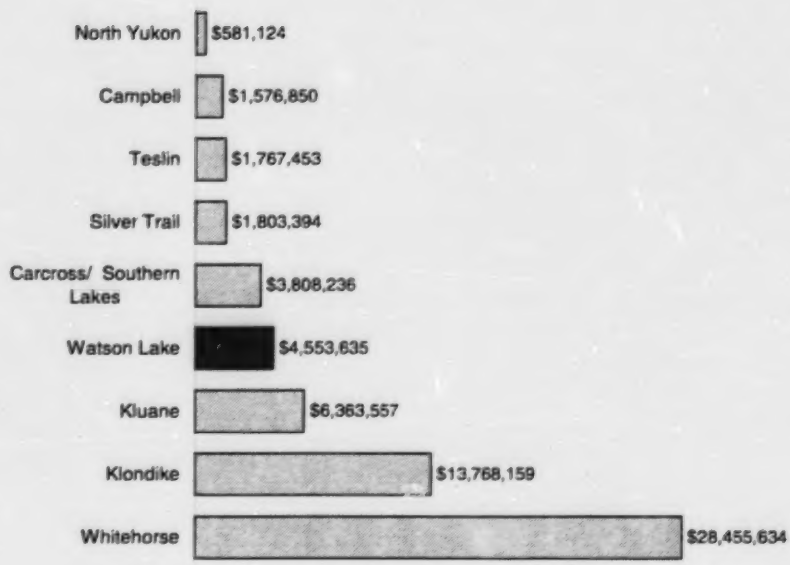
42% - Automobile and RV service/ repair.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

What did visitors to the Watson Lake region spend in total?

As the graph on the right shows, spending by visitors to the Watson Lake region totalled $4,553,635. Below is a table showing visitor spending in each region as a percentage of total visitor spending in the Yukon ($62,678,042):

North Yukon	1%
Campbell	3%
Teslin	3%
Silver Trail	3%
Carcross/ Southern Lakes	6%
Watson Lake	**7%**
Kluane	10%
Klondike	22%
Whitehorse	45%



In 1994, visitors spent a total of $50,209,183 (expressed in 1999 dollars) in the Yukon.

What was the typical amount spent by each tourist party during their visit to the Watson Lake region?

In 1999, the typical amount spent by each tourist party during their visit to the Watson Lake region was $129. This is down from the 1994 figure of $250 per tourist party.

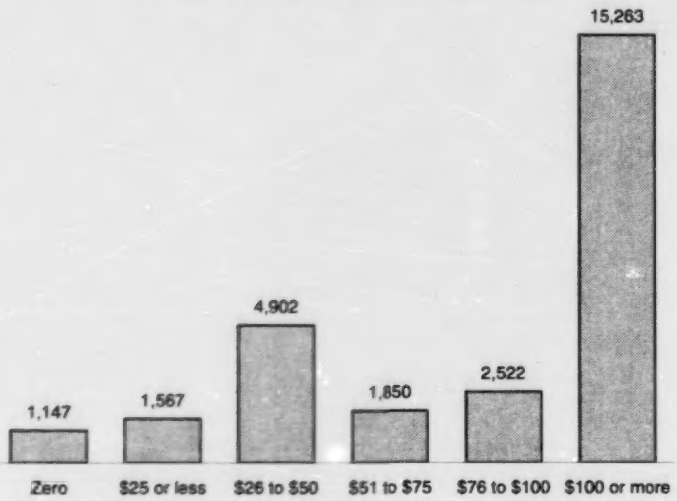
Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

$129

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure - a simple average (total spending divided by the number of visitor parties) yields a figure of $167.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

Visitor Parties to the Watson Lake Region
by their expenditure per night in the region



What was the expenditure by tourist party each night of their stay in the Watson Lake region?

Of the 27,251 visitor parties to the Watson Lake region:

- 15,263 or 56% spent in excess of $100 per night;
- 2,522 or 9% spent between $76 and $100 per night;
- 1,850 or 7% spent between $51 and $75 per night;
- 4,902 or 18% spent between $26 and $50 per night;
- 1,567 or 6% spent $25 or less; and
- 1,147 or 4% spent nothing.

How much was spent per person per night?

$57

In 1999, each visitor who spent a night in the Watson Lake region spent on average $57. This is down from the 1994 figure of $129 per person per night.

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

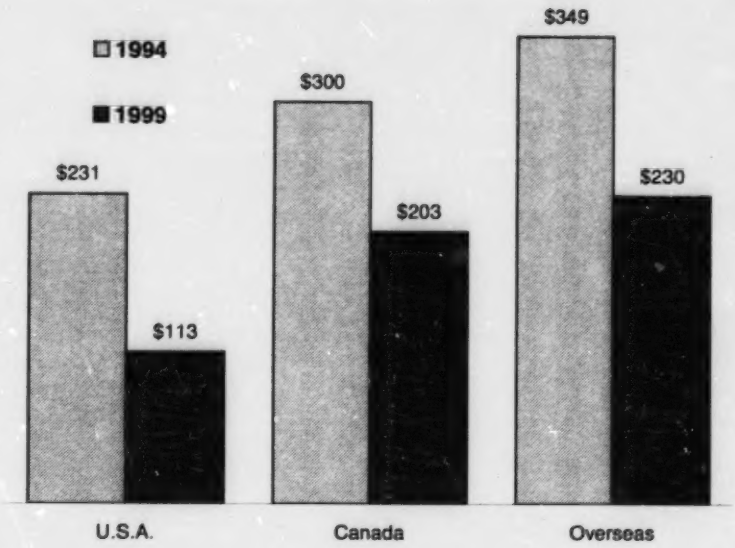
HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

Expenditures in the Watson Lake region by Origin

The graph on the right shows the expenditure by visitor party by origin of the party. For instance, the middle column of the graph, Canada, shows that visitor parties from Canada spent on average $203 during their visit to the Watson Lake region.

In 1994, the average expenditure by visitor parties to the Watson Lake region from the U.S.A. was $231. Visitor parties from Canada spent $300 and visitor parties from overseas spent on average $349.

A further breakdown of the 1999 figures for each of the three origins in the above graph (U.S.A., Canada and overseas) is shown in the tables to the right.



	Total Expenditure	Average Expenditure
B.C.	$498,472	$237
Ontario	$384,322	$214
Alberta	$204,606	$154
Other	$320,588	$197
Total	**$1,407,988**	**$203**

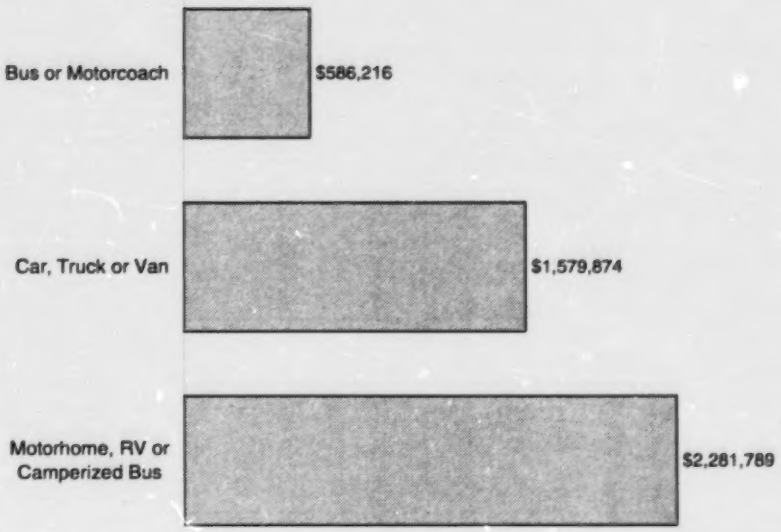
	Total Expenditure	Average Expenditure
S. Carolina	$428,402	$210
Washington	$291,921	$150
Texas	$213,461	$111
California	$187,861	$123
Florida	$179,942	$182
Arizona	$155,672	$69
Alaska	$152,670	$69
Michigan	$138,346	$96
Colorado	$122,762	$121
Ohio	$71,633	$48
Montana	$59,661	$49
Other	$749,480	$82
Total	**$2,751,811**	**$113**

	Total Expenditure	Average Expenditure
Germany	$239,410	$214
Other	$154,426	$281
Total	**$393,836**	**$230**

Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

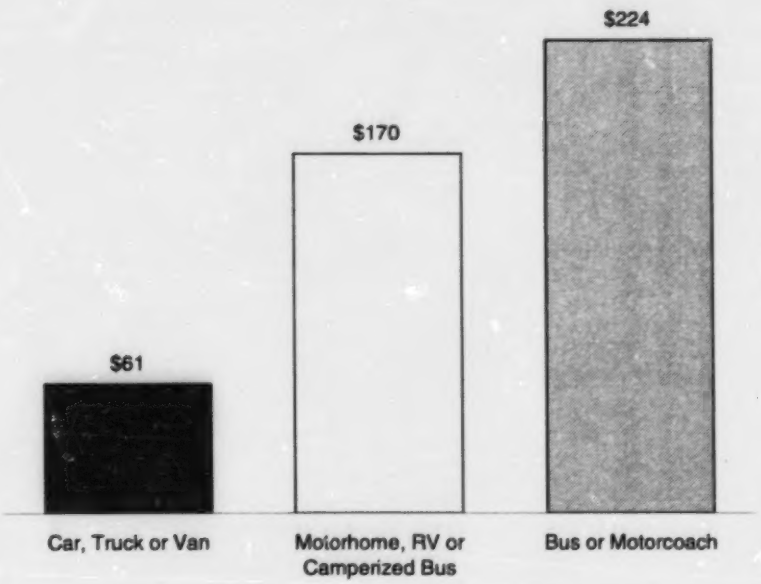


Expenditures in the Watson Lake region by Mode of Travel

The graph on the left shows the expenditure by visitor party by mode of travel while in the region. Of the total amount spent in the Watson Lake region by all visitor parties ($4,553,635):

- $2,281,789 or 50% was spent by visitors travelling by bus or motorcoach;
- $1,579,874 or 35% was spent by visitors travelling by car, truck or van;
- $586,216 or 13% was spent by visitors travelling by motorhome, RV or camperized bus; and
- $105,756 or 2% was spent by visitors travelling by other modes of travel.

Average Expenditure in the Watson Lake Region
by mode of travel within the region



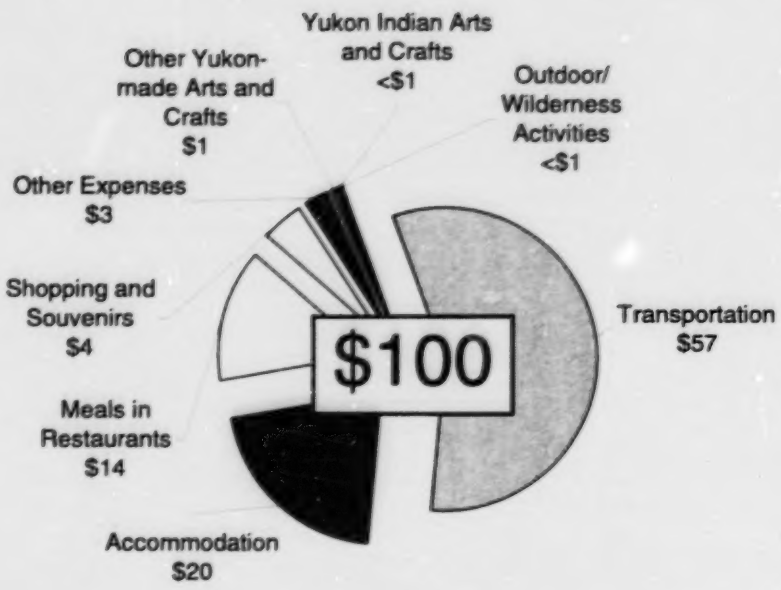
Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

What did visitors spend their money on?

The graph on the right shows what visitors to the Watson Lake region spent their money on while visiting the region. In general, every $100 spent by a visitor was divided up as follows:

- $57 out of the $100 was spent on transportation;
- $20 was spent on accommodation;
- $14 was spent on restaurant meals;
- $4 was spent on shopping and souvenirs;
- $3 was spent on other expenses;
- $1 was spent on other Yukon-made arts & crafts;
- less than $1 was spent on Yukon Indian arts & crafts; and
- less than $1 was spent on outdoor/wilderness activities.



The table below shows how spending varied depending on the origin of visitors. Spending is shown as so many dollars out of every $100 spent. For instance, $51 out of every $100 spent by visitors from Canada was spent on transportation as compared to $59 for visitors from the U.S.A.and $46 for overseas visitors.

	Visitor Origin		
	Canada	**U.S.A.**	**Overseas**
Transportation	$51	$59	$46
Accommodation	$17	$22	$20
Groceries and Alcoholic Beverages	<$1	<$1	<$1
Meals in Restaurants	$18	$13	$21
Outdoor/ Wilderness Activities	<$1	<$1	<$1
Entertainment and Recreation	<$1	<$1	<$1
Yukon Indian Arts and Crafts	<$1	<$1	$2
Other Yukon-made Arts and Crafts	$1	$0	$5
Shopping and Souvenirs	$7	$4	$7
Other Expenses	$5	$2	<$1
Total	**$100**	**$100**	**$100**

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Transportation	$59	$66	$0	N/A
Accommodation	$19	$11	$83	N/A
Groceries and Alcoholic Beverages	<$1	<$1	$0	N/A
Meals in Restaurants	$17	$12	$9	N/A
Outdoor/ Wilderness Activities	<$1	<$1	$0	N/A
Entertainment and Recreation	<$1	<$1	$0	N/A
Yukon Indian Arts and Crafts	<$1	<$1	$0	N/A
Other Yukon-made Arts and Crafts	$1	<$1	$0	N/A
Shopping and Souvenirs	$3	$5	$8	N/A
Other Expenses	$1	$5	$0	N/A
Total	**$100**	**$100**	**$100**	**N/A**

The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

Motorhome, RV or camperized bus visitors spent $66 out of every $100 on transportation;

Bus or motorcoach visitors spent $83 out of each $100 on accommodation;

Motorhome, RV or camperized bus visitors spent less than $1 out of each of $100 on groceries and alcoholic beverages;

Car, truck or van visitors spent $17 out of each $100 on meals in restaurants;

Car, truck or van visitors spent les than $1 out of each $100 on outdoor/wilderness activities;

Car, truck or van visitors spent less than $1 out of each $100 on entertainment and recreation;

Car, truck or van visitors spent less than $1 out of each $100 on Yukon Indian arts and crafts;

Car, truck or van visitors spent $1 out of each $100 on other Yukon-made arts and crafts;

Bus or motorcoach visitors spent $8 out of each $100 on shopping and souvenirs; and

Motorhome, RV or camperized bus visitors spent $5 out of each $100 on other expenses.

Did visitor spending vary with the type of transportation visitors used?

The question could be clarified with a specific example such as, 'Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?' The table on the left provides a breakdown of a typical $100 spent by visitors, categorized by the type of transportation they used in the region. For instance, looking at spending on accommodation:

- visitors travelling by car, truck or van spent on average $19 on accommodation out of each $100 they spent;
- visitors travelling by motorhome, RV or camperized bus spent $11 out of each $100;
- visitors travelling by bus or motorcoach spent on average $83 out of each $100; and
- spending by visitors travelling by other means of transportation is not available.

HOW DID THEY PLAN FOR THEIR VISIT ?

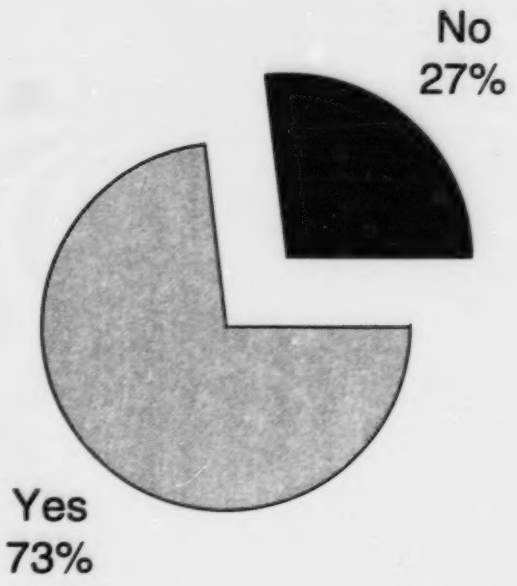
Before they arrived had they planned to visit the Watson Lake region?

The graph on the right shows that of the 27,251 tourist groups or parties who visited the Watson Lake region, 19,901 or 73% said they had planned to visit the region, 7,350 or 27% said they had not planned to visit the region.

In 1994, 22,371 or 80% out of the 27,908 tourist groups or parties who visited the Watson Lake region, said they had planned to visit the region, 4,242 or 15% said they had not planned to visit the region, and 1,295 or 5% did not respond to the question.

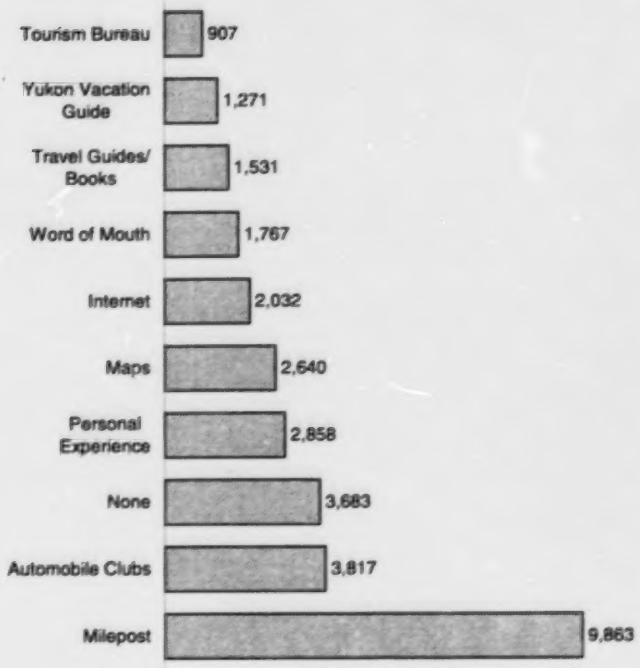
A further breakdown of trip planning by travel parties in each visitor region is shown in the table to the right.

Parties That Planned to Visit the Watson Lake Region



Visitor Region	Yes	No
Campbell	85%	15%
Carcross - Southern Lakes	90%	10%
Klondike	88%	12%
Kluane	89%	11%
North Yukon	94%	6%
Silver Trail	91%	9%
Teslin	72%	28%
Watson Lake	**73%**	**27%**
Whitehorse	86%	14%

HOW DID THEY PLAN FOR THEIR VISIT ?



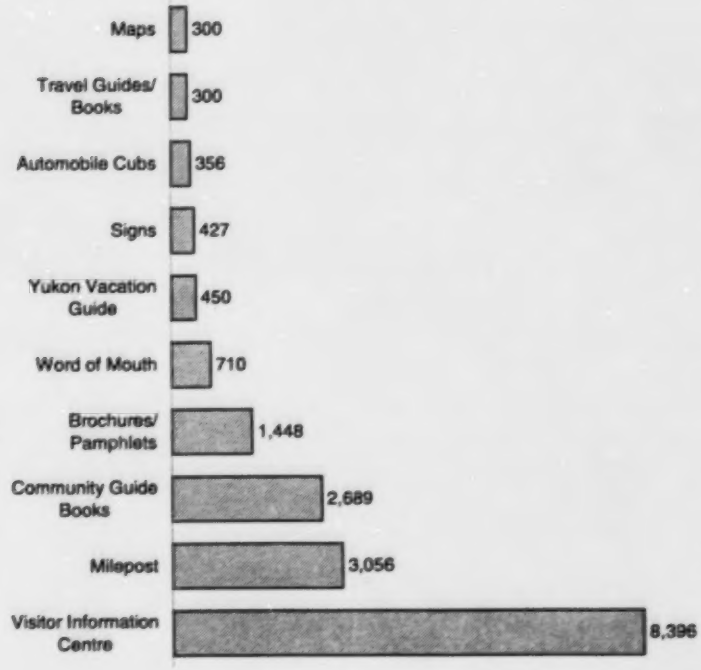
What sources of information did they use to plan their visit to the Watson Lake region?

The graph on the left shows that the most frequently mentioned sources of information were the Milepost (mentioned 9,863 times or 50% of the time), automobile clubs (mentioned 3,817 times or 19% of the time), and personal experience (mentioned 2,858 times or 14% of the time).

Note: the figures in the graph to the left include only the visitors that said they had planned to visit the region before arriving.

Note: visitors were able to choose more than one source of information.

Note: some visitors reported not using any sources of information to plan their trip.



What sources of information did they use <u>during</u> their visit to the Watson Lake region?

The graph on the left shows the various sources of information from the least to the most used. The most frequently mentioned source of information were Visitor Information Centres (mentioned 8,396 times or 66% of the time).

Note: the figures in the graph to the left include only the visitors that said they had looked for information about the region.

Note: visitors were able to choose more than one source of information.

1999 Yukon Regional Exit Survey

Field Operations - May to September, 1999

Yukon
Executive Council Office
Bureau of Statistics

APPENDIX ONE - REGIONAL QUESTIONAIRE

SECTION 1

■ **1. Including yourself, how many people are travelling in your immediate travel party *(sharing expenses, experiences, or decisions)*?**

_____ persons

■ **2. How many people in your immediate travel party are in each of these age categories?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male								
Female								

■ **3. How many different households are represented in your immediate travel party?**

_____ households

■ **4. What country are you from?**

❑ Canada: **Province:** _____ **Postal Code:** _____ (❑ Don't know)
❑ U.S.A. **State:** _____ **Zip Code:** _____ (❑ Don't know)
❑ Other **Country:** _____

SECTION 2

■ **5. Which of the following reasons best describes the primary purpose of this trip?**
(Select one only - interviewer probe)

■ **BUSINESS**
- ❑ Corporate Business
- ❑ Government Business
- ❑ Business Incentive Travel
- ❑ Conventions/Conferences
- ❑ Other (specify): _____

or

■ **PLEASURE**
- ❑ Touring
- ❑ Visiting friends/relatives
- ❑ Participating in or attending sports events
- ❑ Experiencing Yukon history
- ❑ Attending arts and/or cultural events
- ❑ Wilderness adventure
- ❑ Other (specify): _____

or

■ **PERSONAL**
- ❑ Funeral
- ❑ Relocation
- ❑ Work/job (specify): _____
- ❑ Illness
- ❑ Other (specify): _____

The next few questions are about your travel through this Region.

■ **6. I WOULD LIKE TO TRACE ON THIS MAP THE ROUTE(S) YOU HAVE TRAVELLED.**

Interviewer Instruction:
Print "**ENTER**" where they *(HOUSEHOLD)* entered Region and "**EXIT**" where they are exiting the Region. Indicate with an "X" where they stayed the night and a (S) where stops were made along the way. Indicate with an **->** or **<-** the direction of their travel.

(Remember to record air & river travel)

SECTION 3 - REGION VISITORS ONLY

Interviewer Note: REGIONAL VISITORS are defined by response to MAP question as STOPPING in the Region and confirmed with the following question.

■ **7. Are you just passing through the region?**

❑ Yes - *if yes, skip to SECTION 4. (page 16) PASSING THROUGH*

❑ No

■ **8. In total, how many nights did you spend in this REGION?**

Interviewer Note: Please confirm with nights on map

_____ nights ❑ d/k *if # of nights = 0, skip to Q. 10. Do not ask accommodation in Q. 11.1.*

■ **9. What type of accommodation did you use while in the Region?**

(Do not read) *For each, ask* **How many nights?**

❑ homes of friends or family _____ nights

❑ roadside/pullout _____ nights

❑ hotel/motel _____ nights

❑ bed & breakfast _____ nights

❑ lodge/camp/cabin _____ nights

❑ Government campground _____ nights

Did you mainly tent? ❑ yes ❑ no

❑ Commercial campground _____ nights

Did you mainly tent? ❑ yes ❑ no

❑ camping in the bush _____ nights

❑ other (specify: _____) _____ nights

■ **10. What was your MAIN MODE of transportation WHILE IN THIS REGION?**

(Do not read. Mark only one.)

❑ airplane/helicopter ❑ bus/motor coach

❑ car/truck/van ❑ motorhome/RV/converted bus

❑ camperized truck/van ❑ other (specify: _____)

■ **10.1 Was it a rental vehicle?** ❑ yes ❑ no ❑ d/k ❑ refused

■ **11. WHILE IN THIS REGION, what is your best estimate of the total expenditures by your household? PLEASE INCLUDE all spending IN THE REGION whether paid for by cash, travellers cheque or credit card. DON'T INCLUDE any prepaid (package) expenses or spending outside of the REGION?**

$ _____ (Total)

Was it in: ❑ Canadian $ ❑ U.S. $ ❑ d/k ❑ Other?: _____

SECTION 3 - REGION VISITORS ONLY continued

■ **11.1 Does your total include the following?**

(read aloud and mark all that apply)

yes	no		*if yes, ask* **How much did your party spend?**
❑	❑	Transportation within the REGION?	$ _____
❑	❑	Accommodation?	$ _____
❑	❑	Groceries and alcoholic beverages?	$ _____
❑	❑	Meals and refreshments in restaurants or bars?	$ _____
❑	❑	Outdoor/wilderness activities?	$ _____
❑	❑	Entertainment and recreation? *(including arts and cultural events)*	$ _____
❑	❑	Yukon Indian arts, crafts and souvenirs	$ _____
❑	❑	Other Yukon made arts, crafts & souvenirs	$ _____
❑	❑	Other shopping and souvenirs?	$ _____
❑	❑	Other expenses? (specify: _____)	$ _____

■ **12. BEFORE you arrived in the Yukon, had you planned to visit this Region?**

❑ Yes ❑ No - *if no, skip to question 13*

if yes, ask

■ **12.1 What sources of information did you use when PLANNING your visit to the Region?**

❑ none

_____

_____

_____

if more than one source listed, ask

■ **12.2 Which of these sources was the most helpful?**

_____

■ **13. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?**

❑ **Yes**

if yes, ask

■ **13.1 What sources of information did you use?**

_____

_____

_____

if more than one source, ask

■ **13.1.1 Which of these sources was the most helpful?**

_____

❑ **No**

if no, ask

■ **13.2 Why not?**

_____

SECTION 3 - REGION VISITORS ONLY continued

■ **14. WHILE IN THIS REGION, what attractions, events or activities did you or someone in your household participate in?**

❑ **nothing**

■ **14.1 Why didn't you?**

(skip to question 14.4)

❑ **did something**

■ **14.2**

■ **14.3 What DID YOU DO in the Region that you had NOT planned on doing?**

❑ **nothing**

■ **14.3.1 Why did you do that?**

■ **14.4 What DIDN'T YOU DO in the Region that you had planned to do?**

❑ **nothing**

(skip to question 15)

■ **14.4.1 Why didn't you do that?**

■ **15. Is there anything that would have encouraged you to spend more time in this Region?**

❑ Yes ❑ No ❑ d/k ❑ refused

if yes, ask

15.1 What would that be?

■ **16. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?**

❑ Yes ❑ No ❑ d/k ❑ refused

SECTION 3 - REGION VISITORS ONLY continued

7. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of *(read list)*?

	1 very poor	2	3	4	5 very good	d/k	n/a
The Region's natural attractions/scenery	❑	❑	❑	❑	❑	❑	❑
Your opportunity to view wildlife	❑	❑	❑	❑	❑	❑	❑
The Regions Built attractions and features such as,							
museums & interpretive centres	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Your impression of the Regions							
people and communities	❑	❑	❑	❑	❑	❑	❑
their hospitality	❑	❑	❑	❑	❑	❑	❑
your feeling of safety	❑	❑	❑	❑	❑	❑	❑
The Regions Tourism infrastructure such as,							
roads and highways	❑	❑	❑	❑	❑	❑	❑
parking	❑	❑	❑	❑	❑	❑	❑
RV dump stations	❑	❑	❑	❑	❑	❑	❑
directional signs	❑	❑	❑	❑	❑	❑	❑
signs describing the areas key features	❑	❑	❑	❑	❑	❑	❑
highway roadside information panels or exhibits	❑	❑	❑	❑	❑	❑	❑
The Regions Outdoor/wilderness activities particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions Accommodations particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions Restaurants particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions speciality tours, such as flight-seeing, river tours, walking tours or local bus tours							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions other opportunities for Entertainment & recreation (including arts & cultural events) particularly the							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑

SECTION 3 - REGION VISITORS ONLY continued

	1 very poor	2	3	4	5 very good	d/k	n/a
Locally made arts and crafts, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Other Shopping & Retail Services, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Automobile & RV service and repair, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑

■ **18. Looking back on your trip, what was the SINGLE MOST NEGATIVE thing about your visit to this Region?**

■ **19. Looking back on your trip, what was the SINGLE MOST POSITIVE thing about your visit to this Region?**

If no to question 12, they did not plan to visit this REGION, skip to END of questionnaire.

If yes to question 12, they had planned to visit this REGION, ask questions 20 and 21.

■ **20. Before coming to the Yukon, what images came to mind when thinking about visiting this Region?**

■ **21. A year from now, when remembering or talking about the Region, what images do you think will come to mind?**

End Interview. Thank participant and invite them to enter into the DRAW for the original work of art.

SECTION 4 - PASS THROUGH VISITORS ONLY

Interviewer Note: PASS-THROUGH travellers are defined by response to MAP question as NOT having STOPPED in the Region and confirmed with the following question.

■ **22. BEFORE you arrived in the Yukon, had you planned on stopping in this Region?**

❑ **Yes**

if yes, ask

■ **22.1 What sources of information did you use when PLANNING your visit to the Region?**

if more than one source, ask

■ **22.1.1 Which of these sources was the most helpful?**

■ **22.2 What DIDN'T YOU DO in the Region that you had planned to do?**

■ **22.2.1 Why didn't you do that?**

❑ **No**

if no, ask

■ **22.3 Why hadn't you planned on stopping in this Region?**

■ **23. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?**

❑ **Yes**

if yes, ask

■ **23.1 What sources of information did you use?**

if more than one source, ask

■ **23.1.1 Which of these sources was the most helpful?**

SECTION 4 - PASS THROUGH VISITORS ONLY continued

❑ **No**

if no, ask

■ **23.2 Why not?**

_____

_____

_____

■ **24. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of the *(read list)* in this Region?**

	1 very poor	2	3	4	5 very good
roads and highway	❑	❑	❑	❑	❑
highway directional signs	❑	❑	❑	❑	❑
signs describing the areas key features	❑	❑	❑	❑	❑
the Region's natural attractions/scenery	❑	❑	❑	❑	❑

■ **25. Is there anything that would have encouraged you to visit this Region?**

❑ Yes ❑ No ❑ d/k ❑ refused

if yes, ask

■ **25.1 What would that be?**

_____

_____

_____

■ **26. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?**

❑ Yes ❑ No ❑ d/k ❑ refused

Interviewer Note: skip PASS-THROUGH travellers to end of questionnaire and invite them to enter into the DRAW for the original work of art.

WATSON LAKE REGION

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS TO EACH REGION

	1994	1999	% Change
Campbell	72,014	42,424	-41%
Carcross - Southern Lakes	113,033	54,937	-51%
Klondike	67,570	79,278	17%
Kluane	136,496	128,795	-6%
North Yukon	6,504	7,763	19%
Silver Trail	59,973	14,259	-76%
Teslin	105,690	61,785	-42%
Watson Lake	101,900	80,878	-21%
Whitehorse	182,431	169,376	-7%
Total	**845,611**	**639,495**	**-24%**

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 10 for additional information

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	13,821	30,835	123%
Carcross - Southern Lakes	44,061	52,533	19%
Klondike	58,020	78,280	35%
Kluane	100,496	92,516	-8%
North Yukon	4,455	7,336	65%
Silver Trail	7,290	14,022	92%
Teslin	46,209	45,730	-1%
Watson Lake	70,960	63,520	-10%
Whitehorse	131,273	144,575	10%
Total	**476,585**	**529,347**	**11%**

This table is derived from Question 7 of the 1999 Regional Questionnaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF VISITORS THAT PASSED THROUGH EACH REGION WITHOUT STOPPING

	1994	1999	% Change
Campbell	58,020	11,589	-80%
Carcross - Southern Lakes	68,972	2,404	-97%
Klondike	9,550	998	-90%
Kluane	36,000	36,279	1%
North Yukon	2,049	427	-79%
Silver Trail	52,683	237	-100%
Teslin	59,481	16,055	-73%
Watson Lake	30,940	17,358	-44%
Whitehorse	51,158	24,801	-52%
Total	**368,853**	**110,148**	**-70%**

This table is derived from Question 7 of the 1999 Regional Questionnaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	6,383	14,287	124%
Carcross - Southern Lakes	19,548	21,435	10%
Klondike	27,230	32,706	20%
Kluane	42,633	42,085	-1%
North Yukon	2,229	3,347	50%
Silver Trail	3,318	6,119	84%
Teslin	17,447	21,200	22%
Watson Lake	27,908	27,251	-2%
Whitehorse	60,993	63,370	4%
Total	**207,689**	**231,800**	**12%**

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 11 and 12 for additional information.

AVERAGE PARTY SIZE IN EACH REGION

	1994	1999	% Change
Campbell	2.2	2.2	0%
Carcross - Southern Lakes	2.3	2.5	9%
Klondike	2.1	2.4	14%
Kluane	2.4	2.2	-8%
North Yukon	2.0	2.2	10%
Silver Trail	2.2	2.3	5%
Teslin	2.6	2.1	-19%
Watson Lake	2.5	2.3	-8%
Whitehorse	2.2	2.3	5%

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 12 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY GENDER (%)

	1994		1999	
	Men	Women	Men	Women
Campbell	57%	43%	41%	59%
Carcross - Southern Lakes	50%	50%	47%	53%
Klondike	51%	49%	54%	46%
Kluane	52%	48%	53%	47%
North Yukon	57%	43%	54%	46%
Silver Trail	54%	46%	55%	45%
Teslin	57%	43%	52%	48%
Watson Lake	55%	45%	52%	48%
Whitehorse	54%	46%	52%	48%
Total	**53%**	**47%**	**51%**	**49%**

This table is derived from Question 2 of the 1999 Regional Questionnaire (Page 32). See page 13 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY AGE (%)

	1994			1999		
	Younger than 18	Between 18 and 54	Older than 54	Younger than 18	Between 18 and 54	Older than 54
Campbell	5%	48%	47%	7%	30%	63%
Carcross - Southern Lakes	9%	35%	56%	6%	41%	53%
Klondike	3%	34%	63%	5%	42%	53%
Kluane	10%	42%	48%	9%	44%	47%
North Yukon	5%	59%	36%	12%	59%	29%
Silver Trail	3%	41%	56%	6%	39%	55%
Teslin	11%	40%	49%	7%	36%	57%
Watson Lake	9%	37%	54%	10%	33%	56%
Whitehorse	9%	44%	47%	9%	43%	48%
Total	**N/A**	**N/A**	**N/A**	**8%**	**40%**	**52%**

This table is derived from Question 2 of the 1999 Regional Questionaire (Page 32). See page 13 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY ORIGIN

	1994				1999			
	Canada	Overseas	U.S.A	Total	Canada	Overseas	U.S.A	Total
Campbell	1,193	2,062	3,128	6,383	3,380	2,734	8,173	14,287
Carcross - Southern Lakes	3,147	1,466	14,935	19,548	3,204	3,055	15,176	21,435
Klondike	6,208	5,283	15,739	27,230	7,508	5,648	19,550	32,706
Kluane	4,195	4,256	34,182	42,633	4,406	6,853	30,826	42,085
North Yukon	589	802	838	2,229	1,924	926	497	3,347
Silver Trail	723	929	1,666	3,318	1,682	924	3,513	6,119
Teslin	3,175	838	13,434	17,447	3,777	1,612	15,811	21,200
Watson Lake	5,665	2,065	20,178	27,908	4,540	1,518	21,193	27,251
Whitehorse	12,321	8,173	40,499	60,993	13,133	9,909	40,328	63,370
Total	**37,216**	**25,874**	**144,599**	**207,689**	**43,554**	**33,179**	**155,067**	**231,800**

This table is derived from Question 4 of the 1999 Regional Questionaire (Page 32). See page 14 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY ORIGIN (%)

	1994			1999		
	Canada	Overseas	U.S.A	Canada	Overseas	U.S.A
Campbell	19%	32%	49%	24%	19%	57%
Carcross - Southern Lakes	16%	8%	76%	15%	14%	71%
Klondike	23%	19%	58%	23%	17%	60%
Kluane	10%	10%	80%	10%	16%	74%
North Yukon	26%	36%	38%	57%	28%	15%
Silver Trail	22%	28%	50%	28%	15%	57%
Teslin	18%	5%	77%	18%	8%	74%
Watson Lake	20%	8%	72%	17%	6%	77%
Whitehorse	20%	13%	67%	21%	15%	64%
Total	**18%**	**19%**	**63%**	**19%**	**14%**	**67%**

This table is derived from Question 4 of the 1999 Regional Questionaire (Page 32). See page 14 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN THE WATSON LAKE REGION BY DETAILED ORIGIN

Canadian Visitor Parties		Overseas Visitor Parties		U.S.A. Visitor Parties	
B.C.	1,702	Germany	1,013	South Carolina	1,972
Alberta	1,135	United Kingdom	253	Washington	1,938
Ontario	709	Switzerland	126	Alaska	1,820
Saskatchewan	284	Belgium	126	Texas	1,579
Quebec	213	**Total**	**1,518**	California	1,454
Nova Scotia	142			Arizona	1,281
N.W.T.	142			Michigan	1,059
Manitoba	142			Florida	1,049
New Brunswick	71			Montana	982
Other	0			Ohio	703
Total	**4,540**			Other	7,356
				Total	**21,193**

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 and 15 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY PURPOSE OF THE TRIP

	1994				1999			
	Business	Pleasure	Not Stated	Total	Business	Personal	Pleasure	Total
Campbell	245	13,576	0	13,821	338	169	30,328	30,835
Carcross - Southern Lakes	1,996	42,001	64	44,061	2,130	1,408	48,995	52,533
Klondike	943	57,077	0	58,020	2,555	1,089	74,636	78,280
Kluane	7,344	92,958	194	100,496	5,722	8,724	78,070	92,516
North Yukon	168	4,287	0	4,455	641	332	6,363	7,336
Silver Trail	139	7,151	0	7,290	448	139	13,435	14,022
Teslin	3,872	42,102	235	46,209	1,536	4,459	39,735	45,730
Watson Lake	6,648	64,207	105	70,960	3,226	4,578	55,716	63,520
Whitehorse	16,981	113,902	390	131,273	8,928	10,271	125,376	144,575
Total	**38,336**	**437,261**	**988**	**476,585**	**25,524**	**31,169**	**472,654**	**529,347**

This table is derived from Question 5 of the 1999 Regional Questionnaire (Page 32). See page 16 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY PURPOSE OF THE TRIP (%)

	1994			1999		
	Business	Pleasure	Not Stated	Business	Personal	Pleasure
Campbell	2%	98%	0%	1%	1%	98%
Carcross - Southern Lakes	5%	95%	<1%	4%	3%	93%
Klondike	2%	98%	0%	3%	2%	95%
Kluane	7%	93%	<1%	6%	9%	85%
North Yukon	4%	96%	0%	9%	4%	87%
Silver Trail	2%	98%	0%	3%	1%	96%
Teslin	9%	91%	<1%	3%	10%	87%
Watson Lake	9%	91%	<1%	5%	7%	88%
Whitehorse	9%	47%	<1%	6%	7%	87%
Total	**8%**	**92%**	**<1%**	**5%**	**6%**	**89%**

This table is derived from Question 5 of the 1999 Regional Questionnaire (Page 32). See page 16 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	4,724	4,678	4,065	820	**14,287**
Carcross - Southern Lakes	6,803	4,620	9,422	590	**21,435**
Klondike	14,403	11,818	5,712	773	**32,706**
Kluane	21,103	13,149	7,332	501	**42,085**
North Yukon	2,671	676	0	0	**3,347**
Silver Trail	1,626	3,299	875	319	**6,119**
Teslin	9,234	9,571	2,153	242	**21,200**
Watson Lake	12,616	11,659	2,629	347	**27,251**
Whitehorse	29,088	17,603	12,551	4,128	**63,370**
Total	**102,268**	**77,073**	**44,739**	**7,720**	**231,800**

This table is derived from Question 10 of the 1999 Regional Questionnaire (Page 33). See page 17 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION (%)

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	33%	33%	28%	6%
Carcross - Southern Lakes	32%	21%	44%	3%
Klondike	44%	36%	18%	2%
Kluane	50%	31%	18%	1%
North Yukon	80%	20%	0%	0%
Silver Trail	27%	54%	14%	5%
Teslin	44%	45%	10%	1%
Watson Lake	46%	43%	10%	1%
Whitehorse	46%	28%	20%	6%
Total	44%	33%	19%	4%

This table is derived from Question 10 of the 1999 Regional Questionnaire (Page 33). See page 17 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY RENTAL VEHICLE (%)

	1994		1999	
	Yes	No	Yes	No
Campbell	21%	79%	19%	81%
Carcross - Southern Lakes	7%	93%	13%	87%
Klondike	12%	88%	17%	83%
Kluane	8%	92%	16%	84%
North Yukon	31%	69%	N/A	N/A
Silver Trail	16%	84%	14%	86%
Teslin	3%	97%	5%	95%
Watson Lake	6%	94%	7%	93%
Whitehorse	13%	87%	16%	84%

This table is derived from Question 10.1 of the 1999 Regional Questionnaire (Page 33). See page 18 for additional information.

MOST FREQUENTLY MENTIONED ACTIVITY BY VISITORS THAT STOPPED IN THE WATSON LAKE REGION

	Number of Times Mentioned	Percentage Of Visitors
Other Attractions	34,560	54%
Museums	5,588	9%
Natural Attractions	3,372	5%
Information Seeking	2,451	4%
Hiking	1,914	3%
Camping	1,384	2%
Other	14,251	22%

This table is derived from Question 14 of the 1999 Regional Questionnaire (Page 35). See page 18 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY LENGTH OF STAY

	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights	Total
Campbell	10,044	3,236	530	0	477	**14,287**
Carcross - Southern Lakes	17,617	3,208	359	97	154	**21,435**
Klondike	2,934	23,252	5,836	342	342	**32,706**
Kluane	15,572	24,891	1,242	242	138	**42,085**
North Yukon	2,078	1,269	0	0	0	**3,347**
Silver Trail	4,843	1,136	70	70	0	**6,119**
Teslin	14,975	6,109	0	0	116	**21,200**
Watson Lake	11,877	15,146	228	0	0	**27,251**
Whitehorse	16,826	37,817	6,435	901	1,391	**63,370**
Total	**96,766**	**116,064**	**14,700**	**1,652**	**2,818**	**231,800**

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY LENGTH OF STAY (%)

	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights	Total
Campbell	70%	23%	4%	0%	3%	**100%**
Carcross - Southern Lakes	82%	15%	2%	0%	1%	**100%**
Klondike	9%	71%	18%	1%	1%	**100%**
Kluane	37%	59%	3%	1%	0%	**100%**
North Yukon	62%	38%	0%	0%	0%	**100%**
Silver Trail	79%	19%	1%	1%	0%	**100%**
Teslin	70%	29%	0%	0%	1%	**100%**
Watson Lake	43%	56%	1%	0%	0%	**100%**
Whitehorse	27%	60%	10%	1%	2%	**100%**

This table is derived from Question 8 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MAIN ACCOMMODATION

	Hotel/ Motel	Bed & Breakfast	Lodge/ Camp/ Cabin	Government Campground	Commercial Campground
Campbell	4,013	0	119	2,486	1,315
Carcross - Southern Lakes	10,065	158	160	1,990	2,845
Klondike	11,229	1,109	977	3,270	11,511
Kluane	10,641	162	439	5,729	7,576
North Yukon	379	0	0	1,140	593
Silver Trail	1,413	47	132	536	3,038
Teslin	3,975	0	241	1,549	5,374
Watson Lake	6,206	270	0	1,893	9,026
Whitehorse	23,313	789	310	2,958	13,775
Total	**71,234**	**2,535**	**2,378**	**21,551**	**55,053**

	Camping in the Bush	Roadside/ Pullout	Friends/ Relatives	Not Stated	Other	Total
Campbell	564	256	306	5,144	84	**14,287**
Carcross - Southern Lakes	161	554	906	4,272	324	**21,435**
Klondike	614	366	683	2,372	575	**32,706**
Kluane	162	1,723	501	14,427	725	**42,085**
North Yukon	83	83	0	855	214	**3,347**
Silver Trail	304	47	47	508	47	**6,119**
Teslin	117	1,186	77	8,098	583	**21,200**
Watson Lake	157	822	142	8,237	498	**27,251**
Whitehorse	773	555	4,001	15,628	1,268	**63,370**
Total	**2,935**	**5,592**	**6,663**	**59,541**	**4,318**	**231,800**

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MAIN ACCOMMODATION (%)

	Hotel/ Motel	Bed & Breakfast	Lodge/ Camp/ Cabin	Government Campground	Commercial Campground
Campbell	28%	0%	1%	17%	9%
Carcross - Southern Lakes	47%	1%	1%	9%	13%
Klondike	34%	4%	3%	10%	35%
Kluane	25%	1%	1%	13%	18%
North Yukon	11%	0%	0%	34%	18%
Silver Trail	23%	1%	2%	9%	49%
Teslin	19%	0%	1%	7%	25%
Watson Lake	22%	1%	0%	7%	33%
Whitehorse	37%	1%	1%	5%	22%

	Camping in the Bush	Roadside/ Pullout	Friends/ Relatives	Not Stated	Other	Total
Campbell	4%	2%	2%	36%	1%	**100%**
Carcross - Southern Lakes	1%	3%	4%	20%	1%	**100%**
Klondike	2%	1%	2%	7%	2%	**100%**
Kluane	1%	4%	1%	34%	2%	**100%**
North Yukon	2%	2%	0%	26%	7%	**100%**
Silver Trail	5%	1%	1%	8%	1%	**100%**
Teslin	1%	5%	1%	38%	3%	**100%**
Watson Lake	1%	3%	1%	30%	2%	**100%**
Whitehorse	1%	1%	6%	24%	2%	**100%**

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

RATING OF FEATURES OR SERVICES BY VISITORS THAT STOPPED IN THE WATSON LAKE REGION

	Poor or Very Poor Quality	Good or Very Good Quality
Natural Attractions/ Scenery	1%	92%
Opportunity to View Wildlife	33%	42%
Attractions		
Museums and Interpretive Centres	5%	82%
Service/ Hospitality	<1%	93%
Value for Money	9%	80%
Impression of the Region		
People and Communities	2%	91%
Hospitality	2%	95%
Safety	1%	97%
Infrastructure		
Roads and Highways	7%	73%
Parking	1%	95%
RV Dump Stations	4%	91%
Directional Signs	10%	71%
Information Signs	4%	75%
Roadside Information Displays	3%	79%
Outdoor/ Wilderness Activities		
Variety or Selection	11%	89%
Service/ Hospitality	<1%	100%
Value for Money	<1%	100%
Accommodations		
Variety or Selection	13%	60%
Service/ Hospitality	6%	85%
Value for Money	10%	77%
Restaurants		
Variety or Selection	20%	54%
Service/ Hospitality	7%	77%
Value for Money	10%	69%
Tours		
Variety or Selection	<1%	72%
Service/ Hospitality	<1%	58%
Value for Money	<1%	77%
Entertainment and Recreation		
Variety or Selection	16%	38%
Service/ Hospitality	3%	87%
Value for Money	20%	64%
Yukon Arts and Crafts		
Variety or Selection	<1%	69%
Service/ Hospitality	2%	81%
Value for Money	8%	55%
Shopping and Retail Services		
Variety or Selection	9%	63%
Service/ Hospitality	2%	76%
Value for Money	13%	60%
Automobile and RV Service/ Repair		
Variety or Selection	4%	57%
Service/ Hospitality	1%	75%
Value for Money	26%	42%

This table is derived from Question 17 of the 1999 Regional Questionnaire (Page 36). See page 21 for additional information.

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING BY VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$2,276,975	$1,576,850	-31%
Carcross - Southern Lakes	$4,282,957	$3,808,236	-11%
Klondike	$9,361,194	$13,768,159	47%
Kluane	$7,893,744	$6,363,557	-19%
North Yukon	$271,170	$581,124	114%
Silver Trail	$716,595	$1,803,394	152%
Teslin	$2,154,054	$1,767,453	-18%
Watson Lake	$9,200,118	$4,553,635	-51%
Whitehorse	$14,052,376	$28,455,634	102%
Total	$50,209,183	$62,678,042	25%

This table is derived from Question 11 of the 1999 Regional Questionnaire (Page 33). See page 22 for additional information.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$108	$73	-32%
Carcross - Southern Lakes	$135	$97	-28%
Klondike	$296	$306	3%
Kluane	$116	$89	-23%
North Yukon	$76	$123	62%
Silver Trail	$105	$225	114%
Teslin	$103	$45	-56%
Watson Lake	$250	$129	-48%
Whitehorse	$119	$150	26%

This table is derived from Question 1 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 22 for additional information.

AVERAGE SPENDING PER PERSON PER NIGHT BY VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$64	$31	-52%
Carcross - Southern Lakes	$62	$41	-34%
Klondike	$79	$85	8%
Kluane	$57	$40	-30%
North Yukon	$38	$41	8%
Silver Trail	$57	$106	86%
Teslin	$63	$22	-65%
Watson Lake	$129	$57	-56%
Whitehorse	$66	$56	-15%

This table is derived from Question 1 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 23 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING PER PARTY PER NIGHT BY PARTIES THAT STOPPED IN EACH REGION

	Zero	$25 or less	$26 to $50	$51 to $75	$76 to $100	$100 or more	Total
Campbell	3,383	3,013	1,107	993	596	5,195	14,287
Carcross - Southern Lakes	2,486	2,348	1,361	1,666	4,072	9,502	21,435
Klondike	726	1,150	2,635	1,488	2,653	24,054	32,706
Kluane	2,446	5,822	7,960	4,268	5,931	15,658	42,085
North Yukon	593	0	1,140	0	249	1,365	3,347
Silver Trail	263	350	324	93	486	4,603	6,119
Teslin	4,981	4,292	2,137	1,967	2,735	5,088	21,200
Watson Lake	1,147	1,567	4,902	1,850	2,522	15,263	27,251
Whitehorse	15,258	4,822	4,639	3,568	3,082	32,001	63,370
Total	31,283	23,364	26,205	15,893	22,326	112,729	231,800

This table is derived from Question 8 and 11 of the 1999 Regional Questionaire (Page 33). See page 23 for additional information.

TOTAL SPENDING PER PARTY PER NIGHT BY PARTIES THAT STOPPED IN EACH REGION (%)

	Zero	$25 or less	$26 to $50	$51 to $75	$76 to $100	$100 or more	Total
Campbell	24%	21%	8%	7%	4%	36%	100%
Carcross - Southern Lakes	12%	11%	6%	8%	19%	44%	100%
Klondike	2%	4%	8%	5%	8%	73%	100%
Kluane	6%	14%	19%	10%	14%	37%	100%
North Yukon	18%	0%	34%	0%	7%	41%	100%
Silver Trail	4%	6%	5%	2%	8%	75%	100%
Teslin	24%	20%	10%	9%	13%	24%	100%
Watson Lake	4%	6%	18%	7%	9%	56%	100%
Whitehorse	24%	8%	7%	6%	5%	50%	100%

This table is derived from Question 8 and 11 of the 1999 Regional Questionaire (Page 33). See page 23 for additional information.

TOTAL SPENDING BY VISITORS THAT STOPPED IN EACH REGION BY ORIGIN

	Canada	Overseas	U.S.A.	Total
Campbell	$488,051	$166,429	$922,370	$1,576,850
Carcross - Southern Lakes	$716,882	$1,293,251	$1,798,103	$3,808,236
Klondike	$5,321,666	$2,175,313	$6,271,180	$13,768,159
Kluane	$720,611	$2,567,307	$3,075,639	$6,363,557
North Yukon	$517,201	$26,918	$37,005	$581,124
Silver Trail	$641,631	$373,604	$788,159	$1,803,394
Teslin	$547,200	$227,489	$992,764	$1,767,453
Watson Lake	$1,407,988	$393,836	$2,751,811	$4,553,635
Whitehorse	$6,604,266	$6,348,023	$15,503,345	$28,455,634
Total	$16,965,496	$13,572,170	$32,140,376	$62,678,042

This table is derived from Question 4 and 11 of the 1999 Regional Questionaire (Page 32 and 33). See page 24 for additional information.

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION BY ORIGIN

	1994			1999		
	Canada	**Overseas**	**U.S.A.**	**Canada**	**Overseas**	**U.S.A.**
Campbell	$248	$102	$90	$29	$20	$140
Carcross - Southern Lakes	$172	$83	$139	$161	$236	$80
Klondike	$354	$200	$287	$485	$340	$258
Kluane	$187	$161	$108	$144	$222	$72
North Yukon	$108	$27	$82	$284	$29	$69
Silver Trail	$179	$100	$81	$276	$311	$186
Teslin	$110	$219	$99	$72	$99	$41
Watson Lake	$300	$349	$231	$203	$230	$113
Whitehorse	$245	$171	$101	$260	$346	$126

This table is derived from Question 1, 4 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 24 for additional information.

TOTAL SPENDING BY PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	**Motorhome, RV or Camperized Bus**	**Bus or Motorcoach**	**Other**	**Total**
Campbell	$473,796	$337,835	N/A	$765,219	**$1,576,850**
Carcross - Southern Lakes	$1,367,642	$644,129	$1,400,965	$395,500	**$3,808,236**
Klondike	$6,605,865	$4,440,155	$2,296,583	$425,556	**$13,768,159**
Kluane	$2,559,265	$2,630,615	$1,090,735	$82,942	**$6,363,557**
North Yukon	N/A	N/A	N/A	N/A	**$581,124**
Silver Trail	$564,510	$967,107	$168,064	$103,713	**$1,803,394**
Teslin	$565,804	$939,218	$179,090	$83,341	**$1,767,453**
Watson Lake	$1,579,874	$2,281,789	$586,216	$105,756	**$4,553,635**
Whitehorse	$13,947,450	$4,920,114	$5,667,124	$3,920,946	**$28,455,634**
Total	**$28,142,257**	**$17,160,962**	**$11,388,777**	**$5,986,046**	**$62,678,042**

This table is derived from Question 10 and 11 of the 1999 Regional Questionnaire (Page 33). See page 25 for additional information.

TOTAL SPENDING BY PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION (%)

	Car, Truck or Van	**Motorhome, RV or Camperized Bus**	**Bus or Motorcoach**	**Other**	**Total**
Campbell	30%	21%	N/A	49%	**100%**
Carcross - Southern Lakes	36%	17%	37%	10%	**100%**
Klondike	48%	32%	17%	3%	**100%**
Kluane	40%	42%	17%	1%	**100%**
North Yukon	N/A	N/A	N/A	N/A	**100%**
Silver Trail	31%	54%	9%	6%	**100%**
Teslin	32%	53%	10%	5%	**100%**
Watson Lake	35%	50%	13%	2%	**100%**
Whitehorse	49%	17%	20%	14%	**100%**

This table is derived from Question 10 and 11 of the 1999 Regional Questionnaire (Page 33). See page 25 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	$21	$36	N/A	N/A	**$73**
Carcross - Southern Lakes	$81	$74	$115	$361	**$97**
Klondike	$261	$331	$382	$586	**$306**
Kluane	$51	$131	$123	N/A	**$89**
North Yukon	N/A	N/A	N/A	N/A	**$123**
Silver Trail	$207	$242	$195	$273	**$225**
Teslin	$28	$60	$81	N/A	**$45**
Watson Lake	$61	$170	$224	N/A	**$129**
Whitehorse	$72	$150	$318	$326	**$150**

This table is derived from Question 1, 10 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 25 for additional information.

TYPICAL SPENDING OF $100 BY VISITORS THAT STOPPED IN THE WATSON LAKE REGION BY ORIGIN

	Visitor Origin			
	Canada	**U.S.A.**	**Overseas**	**Total**
Transportation	$51	$59	$46	$57
Accommodation	$17	$22	$20	$21
Groceries and Alcoholic Beverages	<$1	<$1	<$1	<$1
Meals in Restaurants	$18	$13	$21	$14
Outdoor/ Wilderness Activities	<$1	<$1	<$1	<$1
Entertainment and Recreation	<$1	<$1	<$1	<$1
Yukon Indian Arts and Crafts	<$1	<$1	$2	<$1
Other Yukon-made Arts and Crafts	$1	$0	$5	$1
Shopping and Souvenirs	$7	$4	$7	$4
Other Expenses	$5	$2	<$1	$3
Total	**$100**	**$100**	**$100**	**$100**

This table is derived from Question 1, 4, 11 and 11.1 of the 1999 Regional Questionnaire (Page 32, 33 and 34). See page 26 for additional information.

TYPICAL SPENDING OF $100 BY VISITORS THAT STOPPED IN THE WATSON LAKE REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Transportation	$59	$66	$0	N/A
Accommodation	$19	$11	$83	N/A
Groceries and Alcoholic Beverages	<$1	<$1	$0	N/A
Meals in Restaurants	$17	$12	$9	N/A
Outdoor/ Wilderness Activities	<$1	<$1	$0	N/A
Entertainment and Recreation	<$1	<$1	$0	N/A
Yukon Indian Arts and Crafts	<$1	<$1	$0	N/A
Other Yukon-made Arts and Crafts	$1	<$1	$0	N/A
Shopping and Souvenirs	$3	$5	$8	N/A
Other Expenses	$1	$5	$0	N/A
Total	**$100**	**$100**	**$100**	**N/A**

This table is derived from Question 1, 10, 11 and 11.1 of the 1999 Regional Questionnaire (Page 32, 33 and 34). See page 27 for additional information.

APPENDIX TWO - DETAILED TABLES

PARTIES THAT PLANNED TO STOP IN EACH REGION PRIOR TO ARRIVING IN THE REGION (%)

	1994			1999		
	Yes	No	Not Stated	Yes	No	Not Stated
Campbell	83%	9%	8%	85%	15%	0%
Carcross - Southern Lakes	79%	19%	2%	90%	10%	0%
Klondike	88%	7%	5%	88%	12%	0%
Kluane	60%	19%	21%	89%	11%	0%
North Yukon	72%	4%	24%	94%	6%	0%
Silver Trail	78%	14%	8%	91%	9%	0%
Teslin	80%	18%	2%	72%	28%	0%
Watson Lake	80%	15%	5%	73%	27%	0%
Whitehorse	89%	10%	1%	86%	14%	0%

This table is derived from Question 12 of the 1999 Regional Questionnaire (Page 34). *See page 28 for additional information.*

SOURCES PARTIES USED TO PLAN THEIR VISIT TO THE WATSON LAKE REGION PRIOR TO ARRIVING IN THE REGION

Watson - Planning - Before

	Parties	Percentage
Milepost	9,863	50%
Automobile Clubs	3,817	19%
None	3,683	19%
Personal Experience	2,858	14%
Maps	2,640	13%
Internet	2,032	10%
Word of Mouth	1,767	9%
Travel Guides/ Books	1,531	8%
Yukon Vacation Guide	1,271	6%
Tourism Bureau	907	5%

These tables are derived from Question 12.1 of the 1999 Regional Questionnaire (Page 34). *See page 29 for additional information.*

SOURCES PARTIES USED TO PLAN THEIR VISIT TO THE WATSON LAKE REGION AFTER ARRIVING IN THE REGION

Watson - Planning - During

	Parties	Percentage
Visitor Information Centre	8,396	66%
Milepost	3,056	24%
Community Guide Books	2,689	21%
Brochures/ Pamphlets	1,448	11%
Word of Mouth	710	6%
Yukon Vacation Guide	450	4%
Signs	427	3%
Automobile Cubs	356	3%
Travel Guides/ Books	300	2%
Maps	300	2%

These tables are derived from Question 13.1 of the 1999 Regional Questionnaire (Page 34). *See page 29 for additional information.*